In the Claims:

1.(currently amended) An electrically heated apparatus for dispensing fragrancing materials and other volatile substances to an enclosed volume comprising:

a container containing a quantity of a volatile substance,

heating means,

transfer means for transferring said volatile substance towards said heating means, and, and

a portable power supply for energising said heating means,

characterised in that said heating means comprises a flexible thin film heater comprising a laminate having at least one laminar of resistive material which is formed from a resistive ink, a resistive wire or a combination thereof; and two insulating laminars attached to opposed surfaces of the laminar of resistive material-laminar.

2.(previously presented) Electrically heated apparatus according to claim 1 wherein the resistive material has positive temperature coefficient characteristics.

- 3.(canceled)
- 4.(canceled)
- 5.(canceled)
- 6.(previously presented) Electrically heated apparatus according to claim 1 wherein the laminar or resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 10 and 1000 microns.

- 7.(previously presented) Electrically heated apparatus according to claim 6 wherein the laminar of resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 10 and 100 microns.
- 8.(previously presented) Electrically heated apparatus according to claim 7 wherein the laminar of resistive material is formed from one or more layers of resistive ink or resistive wire each layer having a thickness of between 20 and 50 microns.
- 9.(previously presented) Electrically heated apparatus according to claim wherein the thin film heater has an overall thickness of between 20 and 1000 microns.
- 10(previously presented) Electrically heated apparatus according to claim 1 wherein the thin film heater has an overall thickness of between 40 and 100 microns.
- 11.(currently amended) Electrically heated apparatus according to claim 1 wherein the portable power supply comprises one or more battery cells.
- 12.(previously presented) Electrically heated apparatus according to claim 11 wherein the battery cell or cells are rechargeable.
- 13.(previously presented) Electrically heated apparatus according to claim 1 wherein said transfer means comprises a capillary tube.
- 14.(previously presented) Electrically heated apparatus according to claim 1 wherein said transfer means comprises a wick or capillary film.
- 15.(previously presented) Electrically heated apparatus according to claim 1 wherein said heating means is attached to or held in proximity to said wick or capillary film.

- 16.(previously presented) Electrically heated apparatus according to claim 15 wherein said heating means is located at least partially within said wick.
- 17.(previously presented) Electrically heated apparatus according to claim 16 wherein said wick is cylindrical and said heating means is located in a bore of the cylinder.
- 18.(previously presented) Electrically heated apparatus according to claim 15 wherein said heating means is wrapped at least partially around an outer surface of said wick.
- 19.(previously presented) Electrically heated apparatus according to claim 1 further comprising timing means operable to energise said heating means periodically.
- 20.(previously presented) Electrically heated apparatus according to claim 19 wherein the periodicity is pre-programmed.
- 21.(previously presented) Electrically heated apparatus according to claim 19 wherein the periodicity is user defined.
- 22.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 5 minutes.
- 23.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 1 minute.
- 24.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 10 seconds.

- 25.(previously presented) Electrically heated apparatus according to claim 19 wherein each period of energisation is for between 1 second and 5 seconds.
- 26.(previously presented) Electrically heated apparatus according to claim 1 further comprising timing means operable to switch said heating means periodically from a low power state to a high power state.